

## Digital Business Innovation

### Introduction

The Digital Business Innovation Program is rigorously designed to cultivate an emerging cadre of business leaders by integrating an extensive understanding of information systems with sophisticated commercial acumen. This comprehensive approach endows students with the essential competencies and confidence requisite for thriving within the evolving digital economy. The curriculum is meticulously structured to empower students to assume the role of technology-driven entrepreneurs, facilitating the acquisition of the advanced proficiency and expertise necessary to conceptualize and develop technology-based ventures from inception.

Throughout the duration of the program, students attain an in-depth comprehension of both information systems and foundational business principles, thereby enabling them to strategically reconcile technological capabilities with commercial objectives. In addition, students refine their analytical and design skills, with specialized courses such as Digital Business Analytics and Digital Marketing Strategy providing the methodological frameworks required to execute data-driven decision-making and effectively target market segments. Furthermore, students receive instruction in the development of comprehensive business plans, an indispensable element in the successful establishment and expansion of digital enterprises.

Upon successful completion of the program, graduates are distinguished not solely as experts in technology or business disciplines but as pioneering digital innovators, fully equipped to initiate and steer the next generation of successful digital enterprises.

### Vision

A world class information system study program specialized in IT-business, recognized internationally, and champions innovation for fostering and empowering the society.

### Mission

The missions of Digital Business Innovation are:

1. Nurturing students and lecturers with creative and value-adding talents in Information System by creating a suitable environment;
2. Educating students in information systems, covering knowledge and skills in analyzing, designing and implementing information systems for improving business processes and to be able to create an innovative and valuable information system solution, through intensive learning process, research activities and collaboration with global industries;
3. Providing integrated knowledge to pursue further studies and create outstanding professionals, entrepreneurs, and leaders for a global community;
4. Providing professional services in Information Systems with an emphasis on the application of knowledge to society;
5. Fostering the quality of life of Indonesians and the international community through leveraging Information system solutions.

### Program Objective

The objectives of the program are to:

1. Provide students basic knowledge in the fields of entrepreneurship and information system they need in business practice.

2. Provide students with entrepreneurial and business skills integrated with information technology that have an impact on business, marketing, operations, finance and business organizations and provide tools used in business implementation and innovation.
3. Prepare students to become entrepreneurs and agents of change ethically by utilizing skills and knowledge in building an innovative digital business.

### Student Outcomes

After completing the study, graduates are:

1. Ability to explain business concept, business function and processes (*CG1 - Business Concept*);
2. Ability to explain business ecosystem (political, economic, social and culture) (*CG1 - Business Concept*);
3. Ability to design and implement business model relevant to the targeted business ecosystem (*CG1 - Business Concept*);
4. Ability to develop business in a creative and innovative way (*CG 2 - Entrepreneurial Acumen*);
5. Ability to use ICT in business (*CG 2 - Entrepreneurial Acumen*);
6. Ability to conduct effective business communication and collaboration (*CG 2 - Entrepreneurial Acumen*);
7. Ability to conduct business risk analysis in decision making process (*CG 2 - Entrepreneurial Acumen*);
8. Able to recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles;
9. Able to function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline;
10. Able to support the delivery, use, and management of information systems within an information systems environment;
11. Able to develop digital business start up;
12. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

### Prospective Career of the Graduates

Graduates will have the necessary skills to work as:

- |                           |                                   |
|---------------------------|-----------------------------------|
| 1. System Analyst         | 12. Cyber Security Analyst        |
| 2. Business Analyst       | 13. Researcher                    |
| 3. Data Analyst           | 14. System Developer              |
| 4. Software Engineer      | 15. Intrapreneur                  |
| 5. UX Designer            | 16. Business Developer            |
| 6. IT Auditor             | 17. Business Planner              |
| 7. Quality Assurance      | 18. Digital Business Specialist   |
| 8. Project Manager        | 19. Small Business Consultant     |
| 9. Database Administrator | 20. Information System Consultant |
| 10. Entrepreneur          | 21. Global Entrepreneur           |
| 11. IT Consultant         |                                   |

### Curriculum

The Digital Business Innovation Program is a premier program designed to shape the next generation of leaders who can bridge the gap between technology and business. It offers a unique opportunity for students to master two highly relevant fields in an efficient timeframe, producing graduates who are well-equipped to tackle the challenges of the digital era.

### A Comprehensive and Integrated Curriculum

With a total of 182 credits, the program's curriculum intelligently blends courses from Information Systems (IS) and Creative Entrepreneurship. This integration ensures that graduates not only have a strong technical foundation but also a keen business acumen. The learning materials are crafted to foster entrepreneurs who can design, develop, and successfully launch digital startups.

### Key subjects covered include.

IS Foundations and Development: This includes the fundamentals of information systems, system development, system integration, and data management.

- **Technical Skills:** Programming is a core component, providing the essential skills to build digital solutions.
- **Business Strategy:** Topics range from Business Planning and managing a Family Business to securing Startup Funding and the entire process of Launching Creative Business Startups.
- **Capstone Project:** Students will complete a practical Project that applies all their learned knowledge to create an innovative business solution.

### Dual Degrees for a Competitive Edge

Upon successful completion, students will be awarded a prestigious dual degree: a Bachelor of Computer Science (S.Kom.) and a Bachelor of Business (S.Bns.). This combination of degrees provides a significant competitive advantage, demonstrating that graduates possess both deep technical expertise and a strong business understanding. They are not just capable of building a product; they are capable of building a sustainable business.

This program is ideal for individuals with an entrepreneurial spirit and a passion for technology, who are eager to create a tangible impact in the world of digital business

### Course Structure

Sem	Code	Course Name	SCU	Total
1 <sup>3</sup>	CHAR6013003	Character Building: Pancasila	2	20
	ENTR6431032	Creative & Innovative Thinking <sup>2&amp;5</sup> (AOL)	2	
	ISYS6596003	User Experience Research and Design <sup>2</sup> (AOL)	4/2	
	ISYS6901003	Enterprise Business Process <sup>2</sup> (AOL)	4	
	COSC6011003	Foundations of Artificial Intelligence	2	
	ISYS6896003	Information Systems Management, Strategy and Acquisition <sup>1</sup>	4	
	<b>Foreign Language Courses</b>			
2 <sup>3</sup>	CHAR6014003	Character Building: Kewarganegaraan	2	20
	ENPR6143032	Introduction to Entrepreneurship and Business <sup>5</sup> (AOL)	4	
	ISYS6892003	Database Fundamental <sup>1&amp;2</sup> (AOL)	4/2	
	ISYS6898003	Algorithm and Programming (AOL)	2/2	
	ISYS6894003	IT Infrastructure and Emerging Technology	4	
	<b>Foreign Language Courses</b>			
3 <sup>3</sup>	ENPR6154032	Sustainable Business Model <sup>1&amp;5</sup> (AOL)	4	24
	ISYS6900003	IT Governance and Security <sup>2</sup>	4	
	COSC6050003	Programming for Business	2/2	

Sem	Code	Course Name	SCU	Total
	ISYS6893003	Information Systems Analysis and Design <sup>2</sup> <b>(AOL)</b>	4/2	
	ISYS6338003	Testing and Systems Implementation <sup>1</sup> <b>(AOL)</b>	2	
	ISYS6256003	Information Systems Project Management <sup>1&amp;2</sup> <b>(AOL)</b>	4	
	<b>Foreign Language Courses</b>		0	
4 <sup>3</sup>	CHAR6015003	Character Building: Agama	2	24
	ENPR6156032	Business Law and Ethics <b>(AOL)</b>	2	
	INFS6068003	Data and Information Management <sup>2</sup> - <b>(AOL &amp; AIE)</b>	2	
	INFS6069003	Fundamental of Mathematics and Statistics	2	
	ISYS6673003	Digital Business Project <sup>2</sup>	4/2	
	ISYS6895003	Data Modelling	2/2	
	ENPR6155032	Entrepreneurial Leadership and Organization <sup>2</sup> <b>(AOL)</b>	4	
	LANG6027003	Indonesian	2	
	<b>Foreign Language Courses</b>		<b>0</b>	
5 <sup>4</sup>	ENPR6153032	Business Operations and Supply Chain <b>(AOL)</b>	4	24
	ENTR6985032	Business Plan <sup>2</sup> <b>(AOL)</b>	4/2	
	ISYS6897003	Digital Innovation <sup>6</sup> <b>(AOL)</b>	2	
	ENPR6160032	Innovative Product Design and Development	2/2	
	ENPR6137032	Commercializing Emerging Technology <b>(AOL)</b>	2/2	
	ENPR6136032	Marketing for Entrepreneur <sup>1</sup> <b>(AOL)</b>	4	
6 <sup>4</sup>	ISYS6899003	Minor Project in Information Systems <sup>6</sup> - <b>(AIE)</b>	4	24
	ENPR6213032	Entrepreneurial Finance and Accounting	2/2	
	RSCH6694032	Business Information Systems Research Methodology <sup>1</sup> - <b>(AIE)</b>	4	
	ENPR6361032	Family Business <b>(AOL)</b>	4	
	ENPR6166032	Launch Creative Business Startup <sup>1</sup>	4	
	ENPR6167032	Startup Funding	4	
7	<b>Enrichment Program I</b>		20	20
8	<b>Enrichment Program II</b>		20	20
9	INFS6001003	Pre-Thesis	2	6
	INFS6002003	Thesis	4	
	INFS6003003	Thesis	6	
<b>TOTAL CREDITS 182 Credits</b>				

1) This course is delivered in English

2) Global Learning System course

3) In 1<sup>st</sup> to 4<sup>th</sup> Semester, learning process will be conducted in BINUS @Bekasi

4) In 5<sup>th</sup> and 6<sup>th</sup> Semester, learning process will be conducted in BINUS @Bandung

5) Conducted online by host campus

6) Conducted online by home campus

-) **AOL** - Assurance of Learning Process System

-) **AIE** - Artificial Intelligence Embedded Course

**Foreign Language Courses:**

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the details. Students must pass with a minimum Grade of C.

**Pre-thesis (2 SCU) & Thesis (4 SCU)** can be taken in the 7<sup>th</sup> and/or 8<sup>th</sup> semester by the students who meet the requirements from the Study Program/Program.

**Appendix Foreign Language Courses**

Foreign language courses are personalized courses that can be taken by the students according to their own pace from semester 1 until semester 4 or before they take enrichment. The courses are available at BINUSMAYA – Beelingua. Students must pass with a minimum Grade of C.

The following are the provisions of the courses that must be taken by students:

Foreign Language Courses		SCU
ENGL6253003	English for Frontrunners	0
ENGL6254003	English for Independent Users	0
ENGL6255003	English for Professionals	0
JAPN6190003	Basic Japanese Language*	0
CHIN6163003	Basic Chinese Language*	0

\*) This course is optional for students

1. Students with Beelingua Placement Test score less than 60 are required to take English for Frontrunners and English for Independent Users.
2. Students with Beelingua Placement Test score between 61-99 are required to take English for Independent Users and English for Professionals.
3. Students with Beelingua Placement Test score greater than 99 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelingua.

**Enrichment Track Scheme**

Track	Semester 6							Semester 7							
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	IS	FS	etc
1	v									v					
2		v								v					
3			v							v					
4				v						v					
5					v					v					
6						v				v					

**Description:**

IN	: Company Internship	SA	: Study Abroad
RS	: Research Fellowship	IS	: Specific Independent Study
EN	: Entrepreneurship	FS	: Fast Track
CD	: Community Impact Internship	etc	: Study Program Special Purposes

**Note:**

Student can choose one of the existing tracks.

Students who failed in Enrichment Program I can retake with the same track or change into another track. As for Enrichment Program II, student who failed with Certified Internship, Certified Research, Certified Community Development, and Certified Study Abroad track on Enrichment Program II, can retake with the same track or change into another track. However students who take Certified Entrepreneurship track on Enrichment Program II, should retake with another track

### Company Internship Track

Code	Course Name	SCU	Total
INFS6004003	Existing Business Models Analysis	8	20
INFS6005003	Technology Awareness for Business and Innovation	8	
INFS6006003	EES in Enterprise	4	

### Research Fellowship Track

Code	Course Name	SCU	Total
RSCH6997003	Research Experience	8	20
RSCH6998003	Scientific Writing in Information Technology and Business Research	8	
RSCH6999003	EES in Information Technology and Business Research	4	

### Entrepreneurship Track

Code	Course Name	SCU	Total
<b>Enrichment Program I</b>			
ENPR6364003	New Venture Initiation in Information Technology and Business	8	20
ENPR6365003	Product Development Process for Information Technology and Business	8	
ENPR6366003	EES in Information Technology and Business I	4	
<b>Enrichment Program II</b>			
ENPR6367003	Product Launching in Information Technology and Business	8	20
ENPR6368003	Business Development for Information Technology and Business	8	
ENPR6369003	EES in Information Technology and Business II	4	
<b>Enrichment Program II (For students who only take Certified Entrepreneurship track in semester 7, should take these courses:)</b>			
ENPR6364003	New Venture Initiation in Information Technology and Business	8	20
ENPR6365003	Product Development Process for Information Technology and Business	8	
ENPR6366003	EES in Information Technology and Business I	4	

### Community Impact Internship Track

Code	Course Name	SCU	Total
CMDV6724003	Community Outreach Project Implementation	8	20
CMDV6725003	Community Outreach Project Design in Information Technology and Business	8	
CMDV6726003	Employability and Entrepreneurial Skills in Information Technology and Business Community	4	

**Study Abroad Track**

Code	Course Name	SCU	Total
<b>Elective courses list for study abroad*</b>			20
GLOB6005003	Elective Course for Study Abroad 1	4	
GLOB6006003	Elective Course for Study Abroad 2	4	
GLOB6007003	Elective Course for Study Abroad 3	4	
GLOB6008003	Elective Course for Study Abroad 4	4	
GLOB6009003	Elective Course for Study Abroad 5	2	
GLOB6010003	Elective Course for Study Abroad 6	2	
GLOB6011003	Elective Course for Study Abroad 7	2	
GLOB6012003	Elective Course for Study Abroad 8	2	
GLOB6013003	Elective Course for Study Abroad 9	2	
GLOB6014003	Elective Course for Study Abroad 10	2	
GLOB6015003	Elective Course for Study Abroad 11	2	
GLOB6016003	Elective Course for Study Abroad 12	2	
GLOB6251003	Elective Course for Study Abroad 29	4	

\*) Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

**Specific Independent Study**

Code	Course Name	SCU	Total
<b>Elective courses list for Specific Independent Study*</b>			20
CSIS6001003	Course Certification	3	
CSIS6002003	Technical Skill Enrichment	4	
CSIS6003003	Industrial Project	9	
CSIS6004003	Soft Skill Enrichment	4	
CSIS6005003	Elective Course for Specific Independent Study 1	8	
CSIS6006003	Elective Course for Specific Independent Study 2	8	
CSIS6007003	Elective Course for Specific Independent Study 3	6	
CSIS6008003	Elective Course for Specific Independent Study 4	6	
CSIS6009003	Elective Course for Specific Independent Study 5	6	
CSIS6010003	Elective Course for Specific Independent Study 6	5	
CSIS6011003	Elective Course for Specific Independent Study 7	5	
CSIS6012003	Elective Course for Specific Independent Study 8	5	
CSIS6013003	Elective Course for Specific Independent Study 9	5	
CSIS6014003	Elective Course for Specific Independent Study 10	4	
CSIS6015003	Elective Course for Specific Independent Study 11	4	
CSIS6016003	Elective Course for Specific Independent Study 12	4	
CSIS6017003	Elective Course for Specific Independent Study 13	4	
CSIS6018003	Elective Course for Specific Independent Study 14	4	
CSIS6019003	Elective Course for Specific Independent Study 15	3	

Code	Course Name	SCU	Total
CSIS6020003	Elective Course for Specific Independent Study 16	3	
CSIS6021003	Elective Course for Specific Independent Study 17	3	
CSIS6022003	Elective Course for Specific Independent Study 18	3	
CSIS6023003	Elective Course for Specific Independent Study 19	3	
CSIS6024003	Elective Course for Specific Independent Study 20	3	
CSIS6025003	Elective Course for Specific Independent Study 21	2	
CSIS6026003	Elective Course for Specific Independent Study 22	2	
CSIS6027003	Elective Course for Specific Independent Study 23	2	
CSIS6028003	Elective Course for Specific Independent Study 24	2	
CSIS6029003	Elective Course for Specific Independent Study 25	2	
CSIS6030003	Elective Course for Specific Independent Study 26	2	
CSIS6031003	Elective Course for Specific Independent Study 27	2	
CSIS6032003	Elective Course for Specific Independent Study 28	2	
CSIS6033003	Elective Course for Specific Independent Study 29	1	
CSIS6034003	Elective Course for Specific Independent Study 30	1	
CSIS6035003	Elective Course for Specific Independent Study 31	1	
CSIS6036003	Elective Course for Specific Independent Study 32	1	

\*) For students who take BINUS Specific Independent Study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 32 are transferred courses for students who take Specific Independent Study outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

**Student should pass all of these quality controlled courses as listed below:**

No	Course Code	Course Name	Minimal Grade
1	CHAR6013003	Character Building: Pancasila	B
2	ENTR6431032	Creative & Innovative Thinking	C
3	ISYS6901003	Enterprise Business Process*	C
4	ENPR6143032	Introduction to Entrepreneurship and Business	C
5	ISYS6892003	Database Fundamental*	C
6	ISYS6893003	Information Systems Analysis and Design*	C
7	ISYS6256003	Information Systems Project Management	C
8	ENPR6154032	Sustainable Business Model	C
9	ENPR6155032	Entrepreneurial Leadership and Organization	C
10	INFS6068003	Data and Information Management	C
11	ENPR6156032	Business Law and Ethics	C
12	ISYS6673003	Digital Business Project	C
13	ENTR6985032	Business Plan	C
14	ENPR6136032	Marketing for Entrepreneur	C
15	ISYS6899003	Minor Project in Information Systems	C

\*) Tutorial